

## AMENDMENTS TO THE CLAIMS:

1. (currently amended) A method of advertising, comprising the steps of:

providing a shipping/packaging container product having an outer surface and an inner surface;

providing on a first determined area of said outer surface of said shipping/packaging container product a first advertisement of a first party owning said shipping/packaging container product; and

providing on a second predetermined area of said outer surface of said shipping/packaging container product a second advertisement of a second party separate and distinct from said first party; and

wherein neither said first party nor said second party is a service for transporting said container;

said second advertisement is provided on said second predetermined area of said shipping/packaging container product which would otherwise be a blank area or void of any printed details;

said second predetermined area is allotted by said first party;

said second advertisement is provided by said second party to said first party;

said first party determines said second predetermined area for said second advertisement on said shipping/packaging container product;

second party is not affiliated in any way with said first party;

said second advertisement is provided in said otherwise blank area on a front, back, side, top or bottom of said shipping/packaging container; and

said second advertisement is provided with a size determined, at least in part, by the shipping/packaging container size.

Claims 2-10 (cancelled).

11. (currently amended) A shipping/packaging container product, comprising:

a shipping/packaging container body structure having an outer surface and an inner surface;

a first predetermined area of said outer surface of said shipping/packaging container body structure having within said first predetermined area a first advertisement of a first party owning said shipping/packaging container; and

a second predetermined area of said outer surface of said shipping/packaging container body structure having within said second predetermined area a second advertisement of a second party separate and distinct from said first party; and

wherein neither said first party nor said second party is a service for transporting said container;

said second advertisement is disposed on said second predetermined area of said shipping/packaging container product which would otherwise be a blank area or void of any printed detail;

said second predetermined area is allotted by said first party;

said second advertisement is provided by said second party to said first party;

said first party determines said second predetermined area for said second advertisement on said shipping/packaging container product;

second party is not affiliated in any way with said first party;

said second advertisement is provided in said otherwise blank area on a front, back, side, top or bottom of said shipping/packaging container; and

said second advertisement is provided with a size determined, at least in part, by the shipping/packaging container size.

Claims 12-20 (cancelled).